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## Bet You Missed It -- Press Clippings -- In the News -- Carefully Selected by Your Crack Team of News Sleuths

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# Bet You Missed It

## Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Bruce Strauch** (The Citadel)

**Editor's Note:** Hey, are y'all reading this? If you know of an article that should be called to *Against the Grain's* attention ... send an email to <kstrauch@comcast.net>. We're listening! — **KS**

### WELL, YOU ALWAYS WANTED TO BE AN AVATAR by Bruce Strauch (The Citadel)

The next level up from **Facebook** is virtual three-dimensional worlds. **Club Penguin**. **Barbie.Girls.com**. **Second Life**. And now comes **Kaneva**, the brain-child of **Christopher Klaus** who became a billionaire while a student at **Georgia Tech** via **Internet Security Systems**. With that wad of money in his pocket, he had no need of venture capital when he launched **Kaneva**, his virtual world community where participants will create animated avatars that are their alter egos to socialize with other avatars.

See — **Matthew Schiffrin**, "Rocking the Visual World," *Forbes*, Dec. 24, 2007, p. 103.

### NO MODELS OR ACTRESSES AT ATG by Bruce Strauch (The Citadel)

In 2005, **Kathy Ireland** and **Elizabeth Taylor** got control of **House of Taylor Jewelry**, a higher-end jewelry company that markets under the names of said model and actress. Shares have dropped 92% in two brief years. From a market cap of \$279 million, it's now at \$29 million. Shares are selling at 60 cents.

See — **William Barrett**, "Stock on a Hot Tin Roof," *Forbes*, Nov. 26, 2007.

### THE END OF TV AS WE KNEW IT by Bruce Strauch (The Citadel)

**MySpace** moves into the MTV world with *Roommates*, a tale of four girls fresh out of college living in reality-non-reality. Episodes are four minutes and plot is thin.

So along with **YouTube**, **MySpace** is now taking on TV via the Internet. **YouTube** and **Facebook** are letting viewers put up the content, but advertisers aren't excited by babies eating dog food or 14-year-old girls kissing each other. **MySpace** has found you can produce a professional video like *Roommates* for \$3,000 and put an ad at each end. Plus **Ford** forked over an estimated \$500,000 sponsorship in advance. In one episode, a girl buys — you guessed it — a new **Ford**.

See — **Erika Brown**, "Smiles, Everyone," *Forbes*, Dec. 10, 2007, p. 66.

### ROSENBLATT'S PROGRESS by Bruce Strauch (The Citadel)

The son of a nuclear physicist, **Richard Rosenblatt** got a law degree to please his parents. He hated it. But then along came the Internet. He built **MySpace** for a failing company and sold it to **Fox** for \$650 million of which his cut was \$23 million.

Now he has raised \$320 million for **Demand Media**, the Web's largest social network of hobby sites. Amateurs and experts will hang out via the Web, share how-to articles and post videos. And as advertising rolls in, the contributors will share in the loot. The company is valued at \$1 billion.

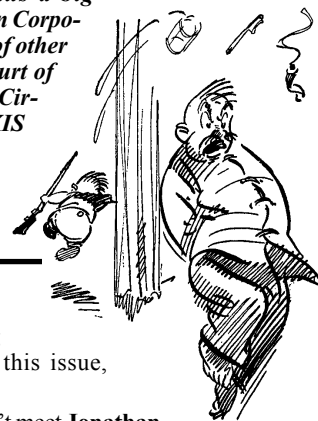
See — **Erika Brown**, "The Mixologist," *Forbes*, Oct. 15, 2007, p. 52.

### THE BEST LAID PLANS OF MICE AND MEN by Bruce Strauch (The Citadel)

The damages settlement of the famous *Tasini v. N.Y. Times* case has broken down on appeal. You don't have to register a copyright to have one; only put your work in tangible form. But you have to register to sue. And a whole bunch of writers who were part of the settlement were not registered.

Thus, the district court has no jurisdiction over them and can't approve the settlement. And the appeals court vacated and remanded "for proceedings consistent with this opinion." Which is presumably a blizzard of registrations.

See — *In Re: Literary Works in Electronic Databases Copyright Litigation plus a big mess of names v. Thomson Corporation and a whole mess of other names, United States Court of Appeals for the Second Circuit, 2007 U.S. App. LEXIS 27558 (2007).*



fascinating interview, this issue, p. 34.

And, I didn't meet **Jonathan Dahl** under such dramatic circumstances, but I met him nonetheless and the rest is history. See his interview, this issue, p.32.

I am sure that you have all heard about the recent decision by the **US Court of Appeals for the Second Circuit** regarding the *Tasini* decision in 2001. Anyway, the wonderful **Bill Hannay** has written an article in this issue p.84 and we

*continued on page 75*

### Rumors from page 68

We at the **College of Charleston** are buying more media (**DVSs** and **VHS**) than ever. How about you? **Philip Hallman's** great **Media Minder** column will run in the February issue of *ATG*. Coming up!

And we have a great **Wiki and acquisitions article** in this issue, p.78 but we have another **acquisitions and wiki** article by **Steve McKinzie** and **Keith Engwall** coming in a future issue! In case you missed it, **RENEW, RENEW!**

Be sure and read **Celia Rabinowitz's** rebuttal to **Rick Anderson's Op Ed** about reference librarians. **Celia** says she will continue to **staff her reference desk with librarians!** This issue, p.30.

I was always leary of riding the elevators in the **Francis Marion hotel**. No. It's not just the FM elevators, mind you, it's every single elevator. I should say that I am leary of riding ANY elevator. I have been stuck in more than one and I don't like it one bit! But, you know what, I "screwed my courage to the sticking place" (to quote **Lady Macbeth**) and rode the elevator in the FM. And who did I meet and talk to but the delightful **Dr. Mehdi Khosrow-Pour!** See our